Broadcasting Nov 12

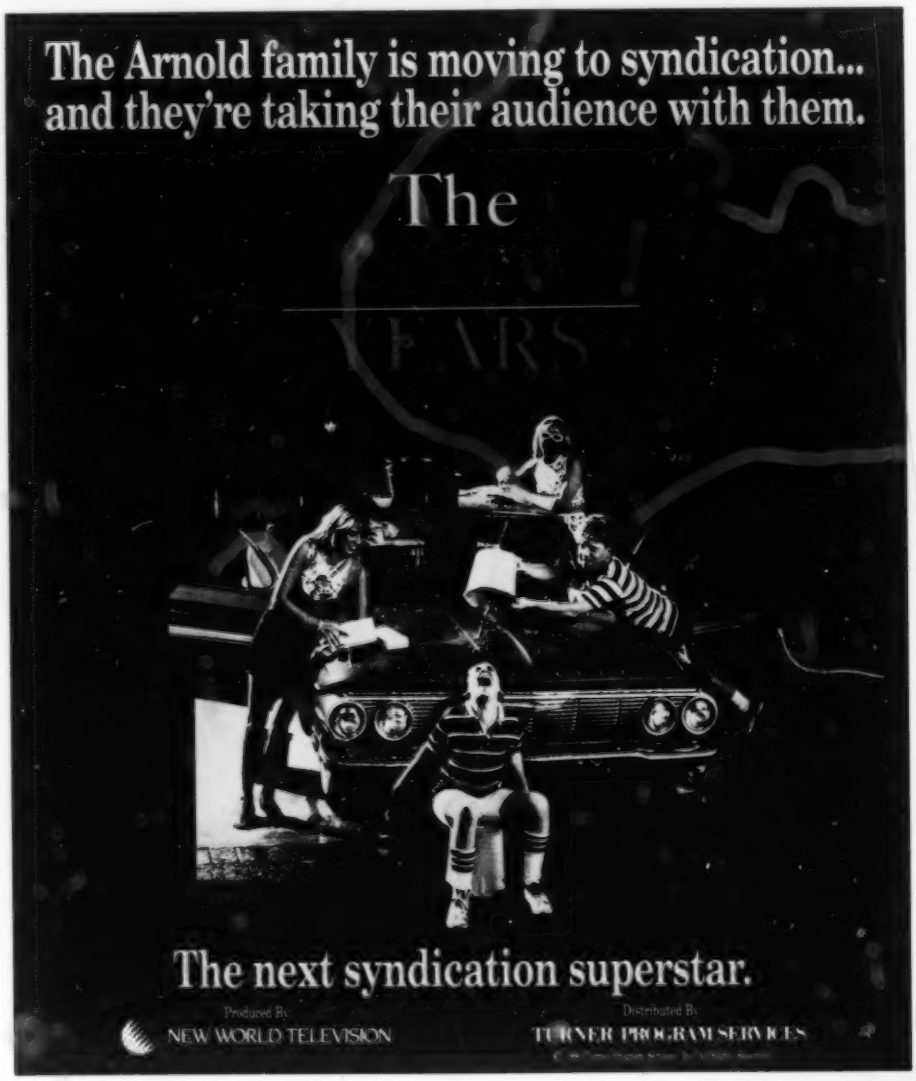
Reaching over 117,000 readers every week — 60th Year 1990

TELEVISION / 51
'Enquirer'-based tabloid tapped for first-run tiered terms for 'WKRP'

CABLE / 57
Premiere sporting events boost local advertising revenue

BUSINESS / 63
Media stock buybacks: no place like home

WASHINGTON / 71
Kastenmeier ousted by former television journalist


The Arnold family is moving to syndication... and they're taking their audience with them.
The
The next syndication superstar.
Produced By:
NEW WORLD TELEVISION
Distributed By:
TURNER PROGRAM SERVICES

Vol. 119 No. 20

1991 radio forecast

THIS WEEK

27 / MEDIA WAR HEATS UP

By dramatically slashing prices in the scatter market, the three major television networks have managed to lure money away from spot television, first-run syndication, cable, unwired networks and in some cases, even network radio.

31 / VOTING RETURN

The debut of a new cost-saving election night network research pool was marred by technical glitches last Tuesday, but news executives are standing by the potential of Voter Research & Surveys. Election night also marked a rare decision by CBS and NBC to air commercial-free coverage.

32 / SATELLITE RIVALRY

The merger between Britain's rival home satellite services, Rupert Murdoch's Sky TV and British Satellite Broadcasting, has left questions about News Corp.'s debt refinancing, the new five-channel service's program configuration and the extent of pending layoffs. Most agree, however, that Murdoch has emerged a winner in the deal.

37 / RADIO BUSINESS

Halfway through the fourth quarter of 1990, many radio broadcasters still are shuddering from the unexpected events that indicated the end of what one analyst termed the "go-go years" of the late 1980's. While much of the industry remains in relatively good health, many radio stations are operating below expectations—signaling that the boom times upon which many of the medium's hopes were predicated, are over. BROADCASTING's radio business special examines the national economy, financial predictions for 1991, the health of major group operations and the causes and effects of the "great radio station feeding frenzy." Additionally, major trade associations, radio rep firms and advertiser-supported networks report their views of what happened in 1990—and what lies beyond.

51 / INQUIRING MINDS

The *National Enquirer*, the paper that wrote the book on the splashy, flashy and trashy, is coming to first-run syndication next fall. The show, called *The Gossip and Fame Show*, has exclusive first-run series rights to the *Enquirer*'s archives. It is being proposed as a half-hour strip, targeted to prime time access.

52 / TAKE YOUR PICK

MTM Television Distribution President Kevin Tannehill has unveiled a new multi-option marketing plan to stations that encompasses the original off-network *WKRP in Cincinnati* and the fall 1991 first-run revival, *WKRP II*. The three separate plans are generally applauded for their creativity and flexibility by industry executives, but some question the desirability of a 10-year term for off-network episodes and a five-year backend term for *WKRP II*, offered in the largest plan.

Radio business forecast (page 37)

55 / DAY SHIFT

A spin-off serial from NBC's *Days of Our Lives* is in development at Columbia and is a candidate to replace the struggling *Generations*, which will have its future decided in the next two weeks. NBC affiliates will find out this week what network plans are for daytime schedule changes when NBC executives make their presentation to the affiliate board. Other candidates to make the daytime schedule include a project from Mark Monsky and Warner Brothers featuring former NBC newswoman Linda Ellerbee.

57 / CABLE AD GROWTH

Local cable advertising salespeople are reporting revenue growth of 20%-30%, with a sizable portion of that increase directly related to several sports product additions. Even better news: the same is expected for 1991.

59 / THE DISNEY TOUCH

In a year when other pay television services have taken

their lumps, subscribers and ratings are up for the Disney Channel, which is continuing on its course of original production of made-for-television movies and episodes of *The Mickey Mouse Club* and *Avonlea*.

61 / EXCHANGING INTERESTS

Group W Satellite Communications and Affiliated Regional Communications (Prime Network's five regional sports services) have agreed to swap minority ownership positions in GWSC's Home Team Sports. No percentages were revealed, but Prime will get a "substantial minority interest" in HTS, which serves 1.9 million subscribers. GWSC will get a "less substantial" minority interest in ARC, which serves 20 million subscribers.

62 / GOLDEN OLDIES

Organizers of the Golden American Network, a new cable service aimed at the 50-plus market, said they are planning a launch next September. Like any other fledgling network, they have run into the tight channel capacity environment and MSO uncertainty over the direction of financial and legislative issues. But Golden creators remain optimistic that they can reach some 10 million subscribers at startup.

65 / CAUTIOUS VENTURING

Venture capital firms for the most part have joined the banks and subordinated lenders sitting on the sidelines in today's weak merger marketplace. Venture capitalists interviewed by BROADCASTING are shying away from broadcast TV properties; declining audience share and lower compensation for network affiliates being among the factors. Despite impending reregulaton, cable is still considered a safer investment.

Tracking the vote (page 31)

67 / STOCK SHOPPING

Capital Cities/ABC and The Washington Post Co. are among those publicly held companies buying their own stock, which, while not showing up in the tallies of station trading nor considered a part of mergers and acquisitions, often has a similar rationale.

70 / STABILITY OR TROUBLE?

The satellite television encryption picture will likely turn even muddier with the introduction by year's end of a new decoder that a Canadian company claims can emulate VideoCipher II or any other new or future encryption system. DecTec International claims its Secure Universal Norm will both solve satellite piracy and create a new multiple system interface standard. But some industry officials fear the market may flood with unbillable decoders.

71 / HILL SHAKEUP

Among the casualties of last Tuesday's elections impacting communications policymaking was House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who, after 16 terms, was unseated by a 37-year-old political newcomer and former anchor at WKOW-TV Madison, Wis., and reporter at WJLA-TV Washington.

75 / STEREO PLUS ONE

The launch of simultaneous English and Spanish-language satellite feeds of *Macneil/Lehrer NewsHour* will advance a technology quietly tested both nationally and locally for five years. As the commercial networks consider potential profits from using stereo TV's second audio program (SAP) option to offer second-language translations and descriptive narration for the sight-impaired, noncommercial broadcasters are finding new applications and educating the public on SAP.

INDEX

Advertisers Index....94
Business....63
Cable....57
Cablecastings....60
Changing Hands....64
Classified Advertising....82
Closed Circuit....6
Datebook....12
Editorials....98
Fates & Fortunes....91
Fifth Estater....95
For the Record....77
In Brief....96
Masthead....18
Monday Memo....24
Open Mike....22
Programing....51
Radio....37
Satellite....70
Stock Index....68
Syndication Marketplace....55
Technology....75
Top of the Week....27
Washington....71

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*" introduced in 1946. *Television*" acquired in 1961. *Cablecasting*" introduced in 1972. Broadcasting Cable introduced in 1989. Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
and Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $350 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $551). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

TV NETWORKS REGISTER 4.7% 3RD QUARTER REVENUE GAIN

The three-network revenue increase of 4.7% reported for the third quarter contains the beginnings of the soft scatter market that is now prevelant. But the results, based on unaudited submissions to Ernst & Whinney, mostly are a look back to a kinder, gentler advertising market.

The data, compiled under the auspices of the Broadcast Cable Financial Management Association, show that certain dayparts, such as early morning, appear to have gained strong advertising support. The morning shows gained 12% over the prior year's third quarter, to

$48.5 million, benefitting in part from growing advertiser interest in network programs that air before 7 a.m.

Weaker dayparts included daytime, down 2% to $191.1 million, and late night, whose 8% decline to $70.4 million also reflected the cancellation of the *Pat Sajak Show* and inroads by the syndicated *Arsenio Hall Show*.

Special considerations explain a decline in other dayparts, including sports, where a 2% decline to $222.8 million was helped by fewer baseball games carried versus the prior-year period. Specifically, ABC had carried four prime time games in last year's third quarter, while this year those same time slots carried entertainment programs, thus helping to boost prime time revenue, which grew 8.3% to $791 million.

The strong news increase of 11.8% to $166.5 million may reflect both underlying demand and some advertising benefit from news specials related to the Middle East situation. The children's daypart was up 1%, to $32.5 million. **–GF**

3rd quarter TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Third quarter '89	$3,498	$0	$0	$0	$0	$1,106	$0	$4,604
Third quarter '90	3,292	0	0	0	0	720	0	4,012
% change	-5.89	NA	NA	NA	NA	-34.90	NA	-12.86
All other gross revenue from time sales								
Third quarter '89	855,776	90,383	50,718	229,793	37,828	266,294	175,326	1,706,118*
Third quarter '90	927,296	82,811	57,001	224,864	38,185	261,267	195,926	1,787,350*
% change	8.36	-8.38	12.39	-2.14	0.94	-1.89	11.75	4.76
Total gross revenue from time sales								
Third quarter '89	859,274	90,383	50,718	229,793	37,828	267,400	175,326	1,710,722
Third quarter '90	930,588	82,811	57,001	224,864	38,185	261,987	195,926	1,791,362
% change	8.30	-8.38	12.39	-2.14	0.94	-2.02	11.75	4.71
Less advertising agency commissions								
Third quarter '89	128,891	13,557	7,609	34,467	5,674	39,801	26,299	256,298
Third quarter '90	139,588	12,422	8,551	33,730	5,727	39,143	29,389	268,550
% change	8.30	-8.37	12.38	-2.14	0.93	-1.65	11.75	4.78
Total net revenue from time sales								
Third quarter '89	730,383	76,826	43,109	195,326	32,154	227,599	149,027	1,454,424
Third quarter '90	791,000	70,389	48,450	191,134	32,458	222,844	166,537	1,522,812**
% change	8.30	-8.38	12.39	-2.15	0.95	-2.09	11.75	4.70

Year to date TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Third quarter '89	$18,763	$0	$0	$500	$0	$13,993	$0	$33,256
Third quarter '90	19,493	0	0	475	181	2,983	0	23,132
% change	3.89	NA	NA	-5.00	NA	-78.68	NA	-30.44
All other gross revenue from time sales								
Third quarter '89	3,136,321	304,447	171,151	726,515	97,927	883,851	576,314	5,896,526*
Third quarter '90	3,300,376	279,352	192,715	744,975	106,459	977,424	632,619	6,233,920*
% change	5.23	-8.24	12.60	2.54	8.71	10.59	9.77	5.72
Total gross revenue from time sales								
Third quarter '89	3,155,084	304,447	171,151	727,015	97,927	897,844	576,314	5,929,782
Third quarter '90	3,319,869	279,352	192,715	745,450	106,640	980,407	632,619	6,257,052
% change	5.22	-8.24	12.60	2.54	8.90	9.20	9.77	5.52
Less advertising agency commissions								
Third quarter '89	473,262	45,666	25,674	108,986	14,689	133,545	86,449	888,271
Third quarter '90	497,976	41,904	28,909	111,747	15,996	146,640	94,893	938,065
% change	5.22	-8.24	12.60	2.53	8.90	9.81	9.77	5.61
Total net revenue from time sales								
Third quarter '89	2,681,822	258,781	145,477	618,029	83,238	764,299	489,865	5,041,511
Third quarter '90	2,821,893	237,448	163,806	633,703	90,644	833,767	537,726	5,318,987**
% change	5.22	-8.24	12.60	2.54	8.90	9.09	9.77	5.50

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.

RATINGS ROUNDUP

NBC won the prime time ratings race for the week ending Nov. 4. The numbers were: NBC, 13.5/23, CBS, 12.6/21 and ABC, 11.9/20. For the season to date, less than one rating point separates first from third: NBC, 13.3/22; CBS, 13/22 and ABC, 12.5/21. NBC's *Cheers* was the top rated show of the week (22.4/35). *60 Minutes* was second (21.4/34) with its highest rating for the season and *The Cosby Show* third (20.2/31).

Week 7 **Oct. 29–Nov. 4**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	22.4/35	N	Cheers
2	▼	21.4/34	C	60 Minutes
3	▲	20.2/31	N	Cosby
4	▲	19.9/31	N	Three Men And A Baby
5	▼	19.1/30	C	Designing Women
5	▼	19.1/29	A	Roseanne
7		18.8/27	A	Amer. Funniest Videos
7	▼	18.8/27	C	Murder, She Wrote
9	▼	18.7/28	C	Murphy Brown
10	▲	18.0/26	A	Amer. Funniest People
11	▲	16.9/29	N	Unsolved Mysteries
12	▲	16.6/25	N	Heat Of The Night
13	▼	16.3/28	N	Empty Nest
13	▲	16.3/29	N	L.A. Law
13	▲	16.3/25	C	Major Dad
16	▲	16.1/29	A	Monday Night Football
17		16.0/28	N	Golden Girls
18	▼	15.9/25	A	Coach
19	▼	15.8/24	N	Matlock
19	▲	15.8/25	F	Simpsons
21	▼	15.5/24	A	Who's the Boss?
22	▲	15.3/27	A	Full House
23	▲	15.2/25	N	Grand
24		15.1/23	C	Evening Shade Spec.
25	▼	15.0/26	A	Family Matters
26	▼	14.7/25	A	Doogie Howser, M.D.
27	▼	14.6/22	A	Head Of The Class
28		14.3/25	A	Growing Pains Spec.
29	▲	14.2/22	C	83 Hours 'Til Dawn
29	▲	14.2/22	C	Rescue: 911
31	▲	14.0/21	N	Fresh Prince Of Bel Air
32	▲	13.9/23	N	Movie:A Killer Among Us
33	▼	13.8/24	C	Knot's Landing
34	▼	13.5/25	N	Carol & Company
35	▼	13.3/24	N	Law And Order
36	▲	13.0/23	A	Perfect Strangers
37	▼	12.9/25	N	Hunter
38	▼	12.8/18	F	Married...With Children
39	▲	12.7/22	C	Jake And The Fatman
40	▼	12.3/21	A	Married People
41	■	12.2/23	C	Dallas
42	▼	12.0/22	C	Trials Of Rosie O'Neill
43	▲	11.9/20	A	MacGyver
44	▲	11.8/17	F	In Living Color
45	▼	11.2/19	C	Beetlejuice
46	▲	11.1/17	A	The Last Best Year
46	▼	11.1/21	A	20/20
48	▲	10.6/19	A	thirtysomething
49	▼	10.5/18	C	Over My Dead Body
50	▲	10.4/16	A	Father Dowling
51		10.3/19	C	Bev. Hills Cop II
52	▼	10.1/18	A	Going Places
52	▲	10.1/18	N	Night Court
54	■	9.9/17	N	Dear John
55	▼	9.8/16	A	Life Goes On
56	▼	9.7/19	N	American Dreamer
57	▲	9.5/17	C	Evening Shade
57	■	9.5/16	N	Fanelli Boys
59	▼	9.3/15	A	Gabriel's Fire
59	▼	9.3/18	C	WIOU
61	▲	9.1/16	N	Working It Out
61	▲	9.1/16	A	Young Riders
63		9.0/13	F	Get A Life
64	▲	8.9/15	C	Bagdad Cafe
65		8.7/14	C	Doctor,Doctor
66	▼	8.6/14	C	Flash
67	▲	8.5/16	N	Parenthood
68	▲	8.2/14	N	Quantum Leap
68	▲	8.2/13	C	Top Cops
70	▼	8.0/15	N	Midnight Caller
71	▲	7.6/14	C	Hogan Family
71	▲	7.6/14	A	Twin Peaks
73	▲	7.4/12	F	Babes
73	▲	7.4/11	F	Parker Lewis
75	▲	6.8/12	A	China Beach
75		6.8/11	N	Story Behind The Story
77		6.6/12	F	Amer. Most Wanted
78	▲	6.5/12	C	Family Man
78	▲	6.5/11	F	True Colors
80	▼	6.2/9	F	Good Grief
81	▼	5.8/11	A	Cop Rock
81		5.8/10	A	Jennings Report
83	▲	5.6/10	F	Totally Hidden Video
84	▲	5.5/9	F	Cops
84	▲	5.5/9	N	Lifestories
86	▲	5.4/9	F	Beverly Hills, 90210
87	▲	4.3/8	F	Haywire
88	▲	3.6/6	F	DEA
89		3.2/5	F	Jimmy Reardon
90	▲	2.9/5	F	Against The Law
91	▲	2.6/5	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 28

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.6	220	97
2	Jeopardy! (King World)	12.2	216	97
3	Star Trek: Next Generation (Paramount)	10.3	233	97
4	Entertainment Tonight (Paramount)	8.9	172	95
4	Oprah Winfrey (King World)	8.9	222	99
6	Cosby Show (Viacom)	8.0	207	98
7	Current Affair (20th Century Fox TV)	7.9	188	95
8	Wheel of Fortune, wknd. (King World)	7.6	189	86
9	Orion Galaxy Network (Orion)	6.2	135	90
10	Donahue (Multimedia)	5.8	230	98
10	Inside Edition (King World)	5.8	128	81
12	Captain Planet (Turner Prog. Svcs.)	5.3	223	99
12	MGM Premiere Network III (MGM)	5.3	126	88
14	Super Force (Viacom)	5.2	165	94
15	21 Jump Street, syn (Cannell Dist.)	5.1	129	92

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

MVP

America's Fastest Growing Brokerage Firm.

We're Building a Reputation, Not Resting on One.

Elliot B. Evers
415-391-4877

Randall E. Jeffery
407-295-2572

Charles E. Giddens
703-827-2727

Brian E. Cobb
703-827-2727

Over $750,000,000 in completed transactions.

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS

MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,416,118** □ **6**
FM's □ **$557,595** □ **2**
AM-FM's □ **$1,900,000** □ **4**
TV's □ **$0** □ **0**
Total □ **$3,873,713** □ **12**

Year to Date:

AM's □ **$91,916,186** □ **342**
FM's □ **$457,280,221** □ **219**
AM-FM's □ **$346,140,227** □ **197**
TV's □ **$798,841,900** □ **82**
Total □ **$1,694,178,534** □ **740**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WYRE(AM) Annapolis and WBEY(FM) Grasonville, both Maryland ■ Sold by Anna-Del Broadcasting Co. Inc. to Vision Broadcasting Co. for $1.15 million cash at closing. **Seller** is headed by Thomas W. Wilson, Thomas Neal Heaton and William E. Blasier, and has no other broadcast interests. **Buyer** is headed by Richard A. Winn, David J. Robkin, Eric J. Cohen, Lawrence M. Goldfarb, Thomas G. Pless and Derek A. Noyes. Pless has interests in PCA Communications Corp., licensee of WHVY(FM) Baltimore. WYRE has a light rock format on 810 khz with 250 w day. WBEY has C&W format on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

KSCO(AM) Santa Cruz, Calif. ■ Sold by Fuller-Jeffrey Broadcasting Corp. of Santa Cruz-San Jose to Michael L. Zwerling for $600,000 cash at closing. **Seller** is headed by Robert F. Fuller, Joseph N. Jeffrey and Robert L. Caron, and has interests in KSCO(AM) Santa Cruz, KRCX(AM) Roseville, KRXQ(FM) Sacramento, KFMF(FM) Chico, KHOP Modesto, KSRO(AM) and KHTT(FM) Santa Rosa, all California; KJJY(AM) and KJJY(FM), both Des Moines, Iowa; WBLM(FM) Portland, Me., and WOKQ(FM) Dover, N.H. **Buyer** has no other broadcast interests. KSCO has MOR format on 1080 khz with 10 kw day and 5 kw night.

KGLR(FM) Bettendorf, Iowa ■ Sold by Eternity Broadcasting Inc. to David L. McNally and Jeffrey D. Lyle for $507,595. Price includes $50,000.85 cash at closing and $457,594.15 in assumption of seller's liabilities. **Seller** is headed by Larry L. and Aleta Lewis, husband and wife, and has no other broadcast interests. **Buyers** have no other broadcast interests. KGLR has adult contemporary format on 93.5 mhz with 3 kw and antenna 298 feet above average terrain.

WMVG(AM)-WKZR(FM) Milledgeville, Ga. ■ Sold by WMVG Inc. to Dale Van Cantfort for $450,000. Price includes $450,000 5-year interest bearing note at 10%, $100,000 of which is for five-year noncompete covenant. **Seller** is headed by Gary M. Davidson, and has interests in WLOP(AM)-WIFO-FM Jesup, Ga., and WDKD(AM)-WWKT-FM Kingstree, S.C. **Buyer** has interests in WMVG Inc., the licensee; WKZR(FM) Milledgeville, Ga.; WCAM(AM) and WPUB-FM, both Camden, S.C. WMVG is fulltimer with adult contemporary format on 1450 khz with 1 kw. WKZR has country format on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

WETC(AM) Wendell-Zebulon, N.C. ■ Sold by Daystar Broadcasting Network II Inc. to Triangle East Broadcasting Inc. for $274,118. Price includes $10,000 earnest money deposit and $264,118.85 promissory note at 10%. **Seller** is headed by Lamar D. and Billie J. Lloyd, husband and wife, and is applicant for new FM on 97.9 mhz in Oxford, Ala. **Buyer** is headed by Harry Welch and has interests in W&W Broadcasting Co., licensee of WTIK(AM) Durham, N.C., and Mid-Carolina Broadcasting Co., licensee of WSAT(AM) Salisbury, N.C. WETC(AM) has oldies format on 540 khz with 5 kw day and 500 w night.

For other proposed and approved sales see "For the Record," page 77.

UNWIRED VERIFICATION

Unwired network TVRC has retained Advertising Information Services Inc. to verify its unwired television network schedules. There has been concern from advertisers about monitoring unwired networks and verfication methods. TVRC's action is seen as attempt to legitimize the unwired business. AIS will check network lineups against corresponding station affidavits and compare them with Nielsen Retrocoded report.

James A. Gammon, President

COMPETENCE AND INTEGRITY

Identifying the Objective

Negotiating the Transaction

GAMMON MEDIA BROKERS, INC.

Radio & Television Brokerage

1925 K Street, NW, Suite 304
Washington, DC 20006
202-862-2020

Member: National Association of Media Brokers (NAMB), NAB

NAMB

VERONIS, SUHLER & ASSOCIATES COMMUNICATIONS INDUSTRY FORECAST

New York-based media brokerage firm, Veronis, Suhler & Associates released study estimating total expenditures by industry segment and includes firm's projections for next five years (BROADCASTING, July 23).

Industry Segment	*1984 Gross Expenditures ($ billion)*	*1984-89 Compound Annual Growth (%)*	*1989 Gross Expenditures ($ billion)*	*1989-94 Compound Annual Growth (%)*	*1994 Gross Expenditures ($ billion)*
Broadcasting	$24.7	5.8%	$32.8	7.1%	$46.2
TV Total	18.9	5.3	24.4	6.8	33.9
TV Networks	8.3	2.2	9.3	6.6	12.8
TV Stations	10.6	7.5	15.2	6.9	21.1
Radio Total	5.8	7.6	8.4	8.0	12.3
Radio Networks	0.3	8.2	0.5	8.1	0.7
Radio Stations	5.5	7.5	7.9	8.0	11.6
Cable Television	7.5	12.0	13.3	8.0	19.5
Advertising	0.5	23.8	1.6	13.7	3.0
Subscriptions	7.0	10.9	11.7	7.2	16.5
Basic Cable	4.1	13.1	7.6	8.5	11.4
Pay Cable	2.9	7.4	4.1	4.5	5.1
Filmed Entertainment	10.8	17.0	23.8	8.2	35.2
Box Office	4.0	4.5	5.0	5.3	6.5
Home Video	1.4	47.5	9.6	8.8	14.6
Television Programs	5.0	9.7	7.9	8.0	11.7
Barter Syndication	0.4	23.7	1.2	15.1	2.4
Recorded Music	4.4	8.1	6.5	5.3	8.4
Newspaper Publishing	33.1	6.3	44.8	6.7	61.8
Daily Newspapers	30.9	6.1	41.5	6.6	57.0
Advertising	23.5	6.6	32.4	6.7	44.9
Circulation	7.4	4.3	9.1	5.9	12.1
Weekly Newspapers	2.2	8.8	3.3	7.9	4.8
Advertising	1.9	9.4	3.0	8.2	4.4
Circulation	0.3	4.1	0.3	4.5	0.4
Book Publishing	11.6	9.2	18.0	8.3	26.9
Consumer Books	6.9	10.1	11.2	9.1	17.3
Professional & Educational Books	4.7	7.8	6.8	7.0	9.6
Magazine Publishing	12.1	7.2	17.1	7.2	24.1
Consumer Magazines	9.5	8.0	14.0	7.5	20.0
Advertising	4.9	6.5	6.8	6.8	9.4
Circulation	4.6	9.5	7.2	8.0	10.6
Business Magazines	2.6	3.9	3.1	5.7	4.1
Advertising	2.3	4.0	2.8	5.7	3.6
Circulation	0.3	2.7	0.3	5.8	0.5
Business Info. Services	12.4	11.4	21.3	8.6	32.2
Total Communications Industry Spending	116.6	8.8	177.5	7.5	254.4
Other Advertising	31.4	8.5	47.2	7.3	67.3
Promotion	62.7	9.4	98.2	8.0	144.0
Total Spending	208.8	8.9	320.0	7.6	461.3
Total Advertising & Promotion*	150.5	8.2	222.9	7.6	320.9
Total End-User	58.3	10.7	97.0	7.7	140.4
GNP	3,772.2	6.8	5,233.2	7.2	7,420.0
Communications as % of GNP	5.5	—	6.1	—	6.2

*Weekly newspaper advertising is counted in the segment totals and in "Other Advertising" but only once in "Total Spending" and "Total Advertising and Promotion."

FOR THE RECORD

As compiled by BROADCASTING from Nov 1 through Nov 7 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U—or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WWBD(AM)-WWLT(FM) Bamberg-Denmark, SC** (AM: 790 khz; 1kw-D 100 w-N; FM: 92.7 mhz; 3kw; ant. 300 ft.)—Seeks assignment of license from Viking Broadcasting Corp. to Underwood Communications for $200,000 in assumption of debt. Seller is headed by Stewart Freeman, who also has interests in WGTN(AM) and WSYN(FM) Georgetown, SC. Buyer is headed by Rudi H. Gresham, Faye B. Gresham and James A. Underwood. Rudi Gresham has interests in Gresham Communication, Inc. and Gresham Communication of Walterboro, Inc., licensee of WPOG(AM) Walterboro, SC. Underwood is president of and has 100% voting stock in Underwood Communications of Bamberg, Inc., and has no other broadcast interests. Filed Oct. 10.

■ **WKFD(AM) Wickford, RI** (1370 khz; 500 w-D; 160 w-N)—Seeks assignment of license from Wickford Wireless Inc. to Nancy Boyd for $157,000. Seller is headed by Benjamin B. McGowan and Jeannemarie Volk McGowan, husband and wife, and have no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 19.

■ **KXXX(FM) San Francisco, CA** (99.7 mhz; 45 kw; ant. 1,241 ft.)—Seeks assignment of license from Emmis Broadcasting to Peter B. Bedford for $14.5 million ("Changing Hands" Oct. 1). Seller is headed by Jeffrey H. Smulyan and has interests in WENS(FM) Shelbyville, IN; WFAN(AM)-WQHT(FM) New York; WLOL(FM) Minneapolis; KSHE(FM) Crestwood, MO; KPWR(FM Los Angeles, WAVA(FM) Washington; WJIB(FM) Boston, and WKQX(FM) Chicago. Buyer is 100% stockholder of Bedford Broadcasting Co., licensee of KSSK(AM) Honolulu and KSSK(FM) Waipau, both Hawaii. Filed Oct 2.

■ **KKSA(AM) Folsom, CA** (1030 khz; 50 kw-D; 1 kw N) Seeks assignment of license from Folsom Radio, Ltd. to William Battles for $35,000. Seller is headed by James B. Nicholson. Buyer is a general partner and general manager of the station, and has no other broadcast interests. Filed Oct. 9.

■ **WGGA(FM) Gainesville, GA** (BAL901019EA; 1240 khz; 1 kw-U)—Seeks assignment of license from WGGA Radio Of Gainesville Inc. to Advantage Media Inc. for $1.18 million. Seller is headed by Terry W. Barnhardt and has no other broadcast interests. Buyer is headed by C. B. Rogers, Richard N. Hubert and Alan A. Aycock, and has no other broadcast interests. Filed Oct. 19.

■ **WRPQ(AM) Baraboo, WI** (BTC901019EG; 740 khz; 250 w-D)—Seeks assignment of license from Jeffrey A. Smith to Robert A. Jones and Patricia A. Jones for $125,000. Seller and buyer have interests in Baraboo Broadcasting Corp., the licensee. Filed Oct. 19.

■ **KGLR(FM) Bettendorf, IA** (BTCH901017HA; 93.5 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Eternity Broadcasting Inc. David L. McNally and Jeffrey D. Lyle for $507,595 for sale of stock. Seller is headed by Larry L. and Aleta Lewis, husband and wife, and have no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 17.

■ **KSCO(AM) Santa Cruz, CA** (BAL901023EB; 1080 khz; 10 kw-D, 5 kw-N)—Seeks assignment of license from Fuller-Jeffrey Broadcasting Corp. of Santa Cruz-San Jose to Michael L. Zwerling for $600,000. Seller is headed by Robert F. Fuller, Joseph N. Jeffrey and Robert L. Caron, and has interests in KSCO(AM) Santa Cruz, KRCX(AM) Roseville, KRXQ(FM) Sacramento, KFMF(FM) Chico, KHOP Modesto, KSRO(AM) and KHTT(FM) Santa Rosa, all California; KJJY(AM) and KJJY(FM), both Des Moines, Iowa; WBLM(FM) Portland, ME, and WOKQ(FM) Dover, NH. Buyer has no other broadcast interests.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.